

# IT'S GOOD TO BE HERE

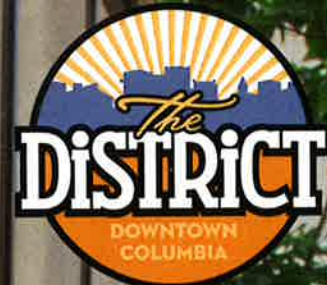
2018 ANNUAL REPORT



The District







# 2018

## MESSAGE FROM THE BOARD CHAIR

As Chair of the Downtown CID, I am proud of the accomplishments of our organization this year. As a Board, we are committed to strategically executing the Downtown CID's 5-Year Plan, with projects to enhance cleanliness, safety and marketing efforts to drive traffic and sales.

Our goal as a Downtown CID is to enhance the vitality of The District by bridging the gap between the public and private sectors. We work to increase the overall experience and value of downtown, and we advocate with city leadership for improvements in areas ranging from parking solutions to managing future growth.

As our downtown grows and ever-changes, we partner with property owners, businesses and retailers to address safety issues, improve cleanliness, increase active sidewalks and add entertainment for all ages. The Downtown CID also strives to make downtown beautiful by funding holiday décor, landscaping, a parklet, traffic box art and seasonal banners. We are proud to carry on the tradition of hosting signature events in The District like Restaurant Week, Dog Days, Shop Hops, and Living Windows. Additionally, we support the many events and festivals that draw visitors downtown—from home football games to Fire in the Sky to the True False Film Fest.

We have been representatives and partners with the city and broader community on task forces and commissions this year including the Downtown Leadership Commission, the Infrastructure Task Force, the Parking Advisory Commission and the CoMo200 Mayors Task Force on Bicentennial Planning. We actively work to represent our downtown constituents viewpoints and serve as a voice at the table.

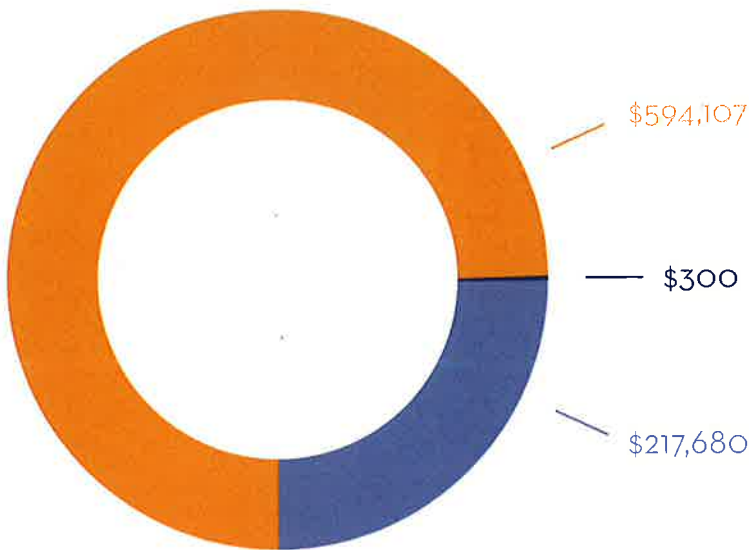
We are grateful for the work of our city, police, organization partners, businesses and property owners and volunteers. From early morning street cleaning to late night council meetings, we are all committed to keeping our downtown vibrant.

On behalf of the full Board, I invite you to share your ideas and feedback. Contact us, attend our open meetings and be part of our Downtown CID. It's Good to Be Here!

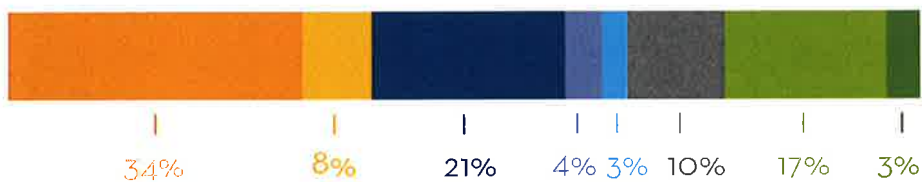
Ben Wade  
info@discoverthedistrict  
(573) 442-6818  
discoverthedistrict.com



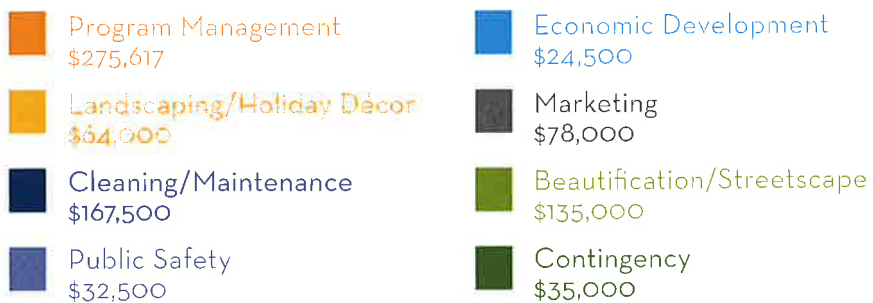
## FY 2018 BUDGET: \$812,087



### REVENUE



### EXPENDITURES



## WHAT IS THE DOWNTOWN COMMUNITY IMPROVEMENT DISTRICT?

The Downtown Community Improvement District (CID) is an independent organization dedicated to keeping Columbia's downtown—The District—vital.

The District is a live/work/play neighborhood that sparks the creative, the eclectic and the local. We're a constantly adapting community of people, with tradition blending harmoniously with high tech and the latest trends in fashion, food and the arts.

The District is bounded by three colleges and encompasses 50 square blocks, more than 300 individual properties, nearly 5,000 residents, and over 600 businesses, non-profits and government entities.

The Downtown CID strives to do the following:

- Encourage a centrally located, live/work/play neighborhood
- Create an authentic, dense and sustainable urban space
- Cultivate a creative and innovative culture of diverse enterprises
- Maintain the local and eclectic flavor of the area

A 15-member board of directors governs the Downtown CID, representing property owners, business owners and residents throughout The District. The Downtown CID is funded through assessments on properties in The District and through a half cent sales tax.

## FIVE-YEAR PLAN 2015-2019

### Mission

The purposes of the Downtown CID are to:

- Form and govern The District in accordance with the Act and the revised statutes of the State of Missouri
- Provide or cause to be provided, for the benefit of The District, certain improvements and services described below (the Downtown CID Projects)
- Obtain financing for the costs, expenditures and undertakings of The District
- To levy and collect the authorized funding mechanisms authorized by the Act and approved of in the Petition and by the qualified voters as necessary in order to provide a source of repayment for Downtown CID obligations issued to finance the Downtown CID Projects
- To complete the tasks stated in the Petition
- Fulfill other purposes as authorized by the Act

### Operations and Governance

The operations and governance of The Downtown CID shall include, but not be limited to, the following:

- Adopting bylaws, passing resolutions and otherwise governing The District in the manner required by the Act and the revised statutes of the State of Missouri
- Developing funding sources, including the levying of the special assessments necessary in order to pay for the required expenses, costs and expenses of The District in a manner authorized by the Act
- Providing such accountings, reports and communications as are required by the Act
- Employing or contracting for necessary agents, attorneys, engineers, appraisers, construction managers, environmental inspectors and experts of various types and descriptions in order to obtain competent plans and contracts for the construction of the Downtown CID Projects as described in the Petition
- Arranging for the construction of Downtown CID Projects in accordance with approved plans for same
- Complying with the terms and conditions of the ordinance of the city authorizing the creation of the Downtown CID
- Providing such other services as are authorized by the Act

### Improvements and Services

The improvements to be constructed by the Downtown CID and the services to be provided by the Downtown CID may include, but not be limited to, the following:

#### Enhance the Downtown Environment

- **Capital Improvements**
  - Streetscape enhancements such as landscaping, flowers, street furniture and lighting
  - Cosmetic improvements such as seasonal banners and decorations
- **Enhanced Cleaning and Maintenance**
  - Increased sidewalk cleaning
  - Enhanced maintenance and cleaning of alleys and parking garages
  - Enhanced services that would not be expected from the city, such as power washing

### Improvements and Services (cont'd)

#### Increased Safety

- Partnering with the Columbia Police Department to increase/improve safety patrols
- Deploying downtown ambassadors
- Providing additional equipment for safety patrols

#### Enhance the Downtown Economy

##### • Downtown Economic Development Programs

- Business recruitment and retention initiatives to broaden and diversify downtown's small business base
- Market research to understand both consumer and investor opportunities for downtown
- Create investor marketing information to educate entrepreneurs on downtown opportunities

#### Marketing and Events

- Consumer marketing to reinforce "The District" brand and to generate foot traffic and drive sales
- Enhancement and expansion of "The District" website
- Holiday promotions, programs and events
- Merchant promotions and direct merchant assistance, such as merchandising and assistance to help existing businesses better market their products
- Support of selective special events which leverage marketing efforts to attract customers and investors to downtown
- Public relations, including efforts to improve the regional image of downtown Columbia

#### Communications and Advocacy

- Manage media relations to project a positive image
- Advocate to advance policies and attract additional resources that will improve downtown
- Develop communications tools to reach out to stakeholders and educate ratepayers

The services and the improvements provided by the Downtown CID are generally referred to herein as the "Downtown CID Project." The services and improvements are of a public benefit nature.

### Budget

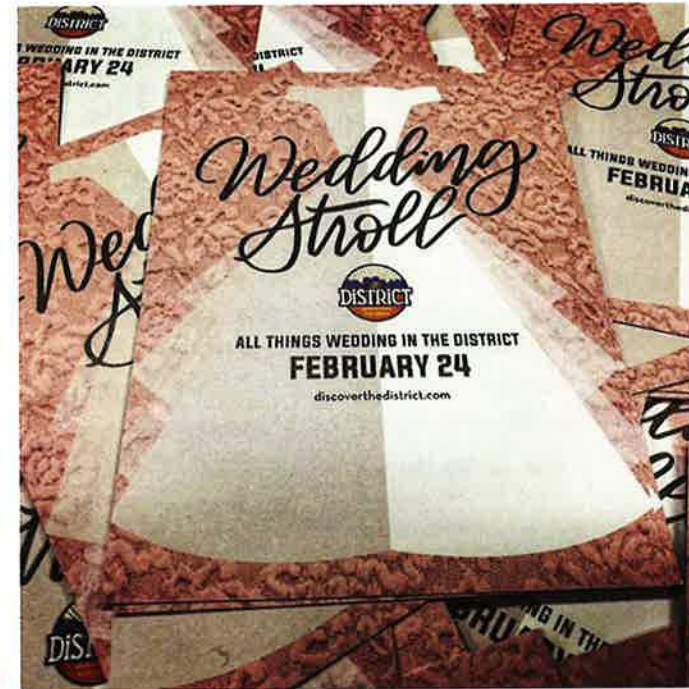
The Petitioners submit that the majority of the Downtown CID Projects are ongoing expenses that will be incurred each year the Downtown CID is in existence. The Budget contemplates revenue sources authorized by the Act which will fund and fully pay for the cost of each of the line items contained within the Budget over a period of time not to exceed 20 years, and this, in turn, presumes the establishment of dependable revenue sources for The District. The Petitioners represent and believe that the projected special assessments for the properties located within The District and the revenues generated by the additional sales tax should be sufficient to provide a reliable funding source sufficient to cover the costs of the Downtown CID as depicted in the budget.





## YEAR IN REVIEW

- This year, we continued to promote The District with a vibrant website, external media, social media, videos, and branded banners throughout downtown.
- The District contracted with Block By Block to provide janitorial and ambassador services to improve the cleanliness and friendliness of streets and sidewalks.
- The Gateway Project continues to move forward, with plans to build Gateway Plaza by 2021, in time for Columbia's Bicentennial Celebration.
- The District welcomed thousands of visitors with fun events, including Restaurant Week, Shop Hop, Dog Days, Not So Frightening Friday, Shop Small Saturday and Living Windows.
- We continued to lead advocacy efforts for downtown Columbia, attending city and county meetings and offering feedback from our constituency on policies that would benefit downtown. The Downtown CID weighed in on important issues like downtown parking, lighting, trash and recycling and sidewalk dining codes impacting The District.
- The holidays sparkled downtown with the continuation of the popular "Snowflakes on Broadway" and a "Magic Tree" at the corner of Ninth St. and Broadway.
- A grease grant program was launched to incentivize restaurants to install interior, enclosed grease storage systems to improve the cleanliness of alleys.
- Beautification efforts this year included planters, branded light pole banners and the traffic box art program.
- We continued our important relationship with the Columbia Police Department, providing a downtown Police Substation and equipment, including funding the downtown camera system and a gator for increased visibility.
- The District partnered with AAAAChange to provide downtown on-the-street counseling to assist those in need with issues including homelessness, panhandling, substance abuse and food insecurity.





## DOWNTOWN CID BOARD OF DIRECTORS

Kevin Czaicki  
*Centurylink*

Logan Dale  
*Landmark Bank*

Adam Dushoff  
*Addison's*

Jesse Garcia  
*Penguin/Roxy's/  
Social Room/  
Absolute Vintage*

Kenny Greene  
*Monarch Jewelry*

Van Hawxby  
*DogMaster Distillery*

Lisa Klenke  
*Calhoun's*

Mike McClung  
*Dungarees/Resident*

Tom Mendenhall  
*The Lofts at 308 Ninth*

David Parmley  
*The Broadway Hotel*

Deb Rust  
*Tellers*

Deb Sheals  
*Historic Preservation  
Consulting*

Michael Wagner  
*Central Bank of  
Boone County*

Ben Wade, Chair  
*Guitarfinders*

Marti Waigandt  
*808 Cherry Building*



## SHOP LOCAL COMO

In 2018, The District developed a "Shop Local" campaign to support downtown businesses as well as the larger Columbia community. Elements included social media graphics, posters, decals, t-shirts, mugs, hats, tote bags, and coasters that were made available to downtown vendors. The campaign served to remind visitors that shopping locally puts tax dollars back into the community, where small businesses fuel the economy, create jobs, and keep Columbia a vibrant place.

